

Clermont County Convention & Visitors Bureau
December 15th, 2015 Board of Directors Meeting

Call to order

Meeting called to order by Chairman Jim Comodeca at 11:45 a.m.

Attendance

The following members were in attendance: Andy Kuchta, Linda Fraley, Jeff Bauer, David Uible, and Jim Comodeca. Executive Director Mark Calitri and consultants Mark Faust and Chris Smith were also in attendance.

Minutes of November 17th Meeting

Minutes from the 11/17/15 CVB meeting were reviewed. A motion to approve the November 17th meeting minutes was made by Andy Kuchta and seconded by Jeff Bauer. Motion was approved.

Financials

Treasurer Linda Fraley and Director Mark Calitri reported strong financial results for 2015. Balance sheet remains strong with over \$100,000 in checking. Total current assets approach \$600,000. The additional investment accounts plus fixed assets results in total CVB assets of just over \$1,100,000.

2015 revenues were up. Collection of revenues runs one month in arrears. 2015 revenues are expected to be at 97% of budget forecast as \$602,000 - \$605,000 once all collections are in.

Based on new information about two 2016 events coming next year an adjustment of \$7,500 to the 2016 marketing and promotion expense line was discussed. A motion to add this amount and approve the 2015 financials and 2016 budget was made by David Uible. The motion was seconded by Andy Kuchta. Motion passed.

Holiday Inn Update

Holiday Inn GM and CVB Board member, Brian Wipprecht, has left for a new job effective December 10, 2015. Holiday Inn Sales Manager, Michael Lakoff, accepted a new position with an Albuquerque, New Mexico hotel effective January 1, 2016. Interim manager for Holiday Inn Eastgate will be Nick Baker.

A motion was made by Linda Fraley, seconded by Andy Kuchta, to have Nick Baker serve the remaining term of Brian Wipprecht's term as CVB Board Member. As Mr. Wipprecht was a county commissioner board appointee, this was to be a non-binding recommendation to the county commissioners. The motion passed.

Bike Trail / Horse Trail Expansion / Extension

An opportunity to secure up to \$50,000 to be used for the expansion and extension of the Williamsburg / Batavia hike/bike trail was presented to the CVB board. A grant award of \$25,000 is available if another \$25,000 of match monies can be assembled. Member Linda Fraley has secured \$17,000 towards this goal. And additional \$8,000 is needed from local and new sources. A request that the CVB provide the \$8,000 final piece of the \$25,000 match funds in order to secure an additional \$25,000 from a health /wellness grand program to be used for the hike/bike trail was agreed to. Motion by David Uible, seconded by Andy Kuchta, was made to allow the CVB to invest up to \$8,000 to help secure the \$50,000 health & wellness grand and apply these proceeds towards the hike/bike trail.

MOGA

Director Mark Calitri reported on Clermont securing a large, regional geocaching event in 2016. The size and scope of this event should result in a sell-out of all (or most) Clermont County hotel rooms during this event.

Marketing, Advertising, Branding, Public Relations

CVB employee Sarah Gleason presented the 2016 marketing, advertising, branding, social networking and public relations campaign details that she will implement for the CVB in 2016. The CVB will improve its visibility, its advertising / marketing reach, its profile throughout the community, and its connections to government, citizens, and organizations through Clermont County and surrounding region.

Adjourn

There being no further business to come before the board, Chairman Jim Comodeca adjourned the CVB Board at 12:50 p.m.

1-26-16

Date



Secretary Signature